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Appl. No. 09/483,388
Amdt. dated July 26, 2006
Reply to Office Action of April 27, 2006

PATENT

REMARKS/ARGUMENTS

This Amendment is in response to the Office Action mailed April 27, 2006. Claims 45-59 were pending in the present application. This Amendment amends claims 45, 50, 54, 58, and 59, without canceling or adding any claims, leaving pending in the application claims 45-59. Reconsideration of the rejected claims is respectfully requested.

I. Rejection under 35 U.S.C. §102

Claims 45-53, 58, and 59 are rejected under 35 U.S.C. §102(b) as being anticipated by *Chelliah* (US 5,710,887). Applicants respectfully submit that *Chelliah* does not disclose each element of these claims.

For example, Applicants' claim 45 as amended recites a method of providing marketing content to be displayed to a user, comprising:

providing a marketing object container corresponding to at least a portion of a page of information to be displayed to the user, the marketing object container including information identifying a container capacity and at least one of a location and a size of the corresponding portion;

providing a selection of marketing objects associated for insertion into the marketing object container;

providing a selection of marketing attributes to be associated with the marketing object container, the marketing attributes including at least one of timing and priority information; and determining, at substantially the time at which the page of information is to be displayed to the user, which of the selection of marketing objects match the selection of marketing attributes; and

generating a display for a user, in the portion of the page corresponding to the marketing object container, including a number of marketing objects matching the selection of marketing attributes up to a container capacity of the marketing object container

(*emphasis added*). Such limitations are not disclosed by *Chelliah*.

Chelliah discloses a system for facilitating commercial transactions by using a set of program objects such as a customer monitoring object and a participant program object (col. 3, line 5-col. 5, line 3; col. 9, lines 27-38). Fig. 2 shows a number of program objects, including a participant program object to represent a customer in the commerce system, and a customer monitoring object or sales representative object to communicate with the participant program object to execute the transaction (col. 9, line 49-col. 10, line 43). *Chelliah* does not disclose dynamically generating a page of information using a marketing object container having a

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container capacity and specifying a location and/or size of the page corresponding to the container, where a selection of marketing objects to be displayed in a portion of the page corresponding to that container is made at substantially the time to display the page to a user, and a selection of objects is made and displayed near the time of generation based on the attributes and up to the container capacity. Further, *Chelliah* does not disclose an object container for containing marketing objects up to a container capacity, or selecting marketing objects to include in such a container based on a selection of marketing objects and a set of attributes to be matched with the objects. *Chelliah* also does not disclose such an object container being used to display a selection of marketing objects in a portion of a page of information, particularly where that selection is made at substantially the time to display the page to the user.

Further, the Office Action does not specifically indicate the disclosure of such a marketing object container, instead pointing only to the use of object technology (OA p. 5). Applicants respectfully request that any subsequent rejection of these claims based in any part on the *Chelliah* reference specifically cite the alleged disclosure of such an object container, as well as the associated functionality, attributes, and information, so that Applicants can analyze and address that which is being interpreted as such an object container.

As *Chelliah* does not disclose or suggest all elements claim 45, *Chelliah* cannot anticipate or render obvious Applicants' claim 45 or the claims that depend therefrom. Claims 50, 58, and 59 recite limitations that similarly are not disclosed or suggested by *Chelliah*, such that *Chelliah* cannot anticipate or render obvious Applicants' claims 50, 59, or 59, or the claims that depend therefrom. Applicants therefore respectfully request that the rejections with respect to claims 45-53, 58, and 59 be withdrawn.

II. Rejection under 35 U.S.C. §103

Claims 54-57 are rejected under 35 U.S.C. §103(a) as being obvious over *Chelliah* in view of *Knowlton* (US 6,061,057). Applicants respectfully submit that these references do not teach or suggest each element of these claims.

Applicants' claim 54 as amended recites steps including:

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providing a first marketing object container associated with a first party, the first marketing object container including information identifying a container capacity;
providing a selection of marketing objects associated with the first party for insertion into the first marketing object container;
providing a selection of marketing attributes to be associated with the first marketing object container, the marketing attributes including at least one of timing and priority information;
associating the marketing object container with a portion of a page for a first Web site for a second party;
determining, at substantially the time at which the page is to be displayed to the user, which of the selection of marketing objects match the selection of marketing attributes; and
generating the page, after the determining step, to be displayed to the user, the portion of the page corresponding to the first marketing object container including a number of marketing objects up to a container capacity of the first marketing object container

(*emphasis added*). As discussed above, *Chelliah* does not teach or suggest such limitations, particularly a marketing object container having such properties. The Office Action also recognizes that *Chelliah* does not teach or suggest associating marketing objects for a second party (OA p. 6). As such, *Chelliah* cannot render obvious Applicants' claim 54.

Knowlton does not make up for the deficiencies in *Chelliah* with respect to Applicants' claim 54. *Knowlton* teaches the use of visual link objects to facilitate the execution of transactions and the transfer of information across networks (col. 3, lines 28-52). Further, the Office Action cites *Knowlton* for teaching use of these visual link objects for "marketing products online for sale" (OA p. 6). *Knowlton* does not, however, teach or suggest providing a first marketing object container associated with a first party and a selection of marketing objects associated with the first party for insertion into the first marketing object container," then associating the marketing object container with a portion of a page for a first Web site for a second party. *Knowlton* also does not teach or suggest "determining, at substantially the time at which the page is to be displayed to the user, which of the selection of marketing objects match the selection of marketing attributes," and "generating the page, after the determining step, to be displayed to the user, the portion of the page corresponding to the first marketing object container including a number of marketing objects up to a container capacity of the first marketing object container." As *Knowlton* fails to teach or suggest all these limitations, *Knowlton* cannot render obvious Applicants' claim 54 or the claims that depend therefrom, either

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alone or in combination with *Chelliah*. Applicants therefore respectfully request that the rejection with respect to claims 54-57 be withdrawn.

III. Amendment to the Claims

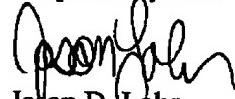
Unless otherwise specified, amendments to the claims are made for purposes of clarity, and are not intended to alter the scope of the claims or limit any equivalents thereof. The amendments are supported by the specification and do not add new matter.

CONCLUSION

In view of the foregoing, Applicants believe all claims now pending in this Application are in condition for allowance. The issuance of a formal Notice of Allowance at an early date is respectfully requested.

If the Examiner believes a telephone conference would expedite prosecution of this application, please telephone the undersigned at 415-576-0200.

Respectfully submitted,



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